

# LifeLock & C3 A Partnership For Education



**October 4, 2012**

# LifeLock Overview – Why we are here

- LifeLock is a leader in consumer protection
- We have a commitment to **education, training, and thought leadership**
- Relationships/Partnerships:
  - National Associations of Secretaries of State
    - Assisting to develop guidelines to **protect business license identity theft**
  - National Organization for Victim Assistance (NOVA)
    - Providing **identity theft summits for victim advocates**
  - FBI-Law Enforcement Executive Development Association (FBI-LEEDA)
    - Providing **law enforcement training** on identity theft
  - Center for Identity-University of Texas
    - Providing **research, education and outreach**
  - Educational Technology Policy, Research and Outreach (ETPRO) and Cyberwatch/C3 - Cyberethics, Cybersafety, and Cybersecurity
    - Developing **identity theft curricula for classrooms**

# Identity Theft – A Growing Problem



## 8.1 Million Victims in 2010

Javelin Strategy & Research. "2011 Identity Fraud Survey Report." February 2011.

# Child Identity Theft is on the Rise

**Over 19,000 cases of child identity theft** reported to the Federal Trade Commission of victims 19 years and younger in 2011

Federal Trade Commission. "Consumer Sentinel Network Databook." February 2012.

In an identity protection scan of identity records, it was found that **children were targeted 51 times more frequently than adults**

CarnegieMellonCyLab, "Child Identity Theft," by Richard Power.

ID Analytics **estimates more than 140,000 children are victims of identity theft each year**, based on a one-year study of children enrolled in the firm's identity protection service

The ID:A Labs study is based on a review of over 172,000 children whose identities were protected through ID Analytics Consumer Notification Service (CNS) from April 1, 2010 to March 31, 2011. ID Analytics is a wholly-owned subsidiary of LifeLock.

# Understanding Child Identity Theft

## Why Children Are Vulnerable Targets

- Records are **Untainted**
- Adults and Kids are **Unaware**
- Activities are **Unmonitored**
- Kids are **Unprotected**
- Suspicious activities and behaviors are **Unchallenged**
- Identity Theft is **Underestimated**

## The Effects of Child Identity:

- Deep Rooted
- Far Reaching
- Delayed Detection

# Child Identity Theft in the Family

ID Analytics' Study (September 2011) Key Findings:

## Manipulating Children's Identity

- About six million parents and children improperly share identity information, specifically Social Security numbers (SSNs).

## Betraying Children's Trust

- Nearly 500,000 children under the age of 18 have had their identities stolen by a parent.

## What are the motivations?

# Understanding Child Identity Theft

## The Columbus Dispatch

*By Mike Wagner, May 20, 2012*

She wasn't old enough to see a PG-13 movie on her own, but Lamiqua Nowell **already owed local utility companies thousands in unpaid bills.**

At the time, **her grandma was raising four children on her own**, living mainly on government assistance and using Nowell's Social Security number to create phony utility accounts **to keep the apartment warm and the lights on.**

**It wasn't until Nowell turned 18 and a rental company denied her an apartment that she learned that her grandmother had stolen her identity.** It made the Franklinton teen's life even harder.



# Target Areas For Children Identity Theft

- **Social Network / Photosharing - Instagram, Pinterest**
- **File sharing P2P**
- **Gaming**
- **Email**
- **Mobile Devices**
- **Purchases - Music, Videos, Products**
- **Contests, Giveaways, Mailings Entry**
- **School Portals**
- **Team, Club, Organizations**

\*not intended to be an exhaustive list



# Connect and Protect



# Safeguarding Children from Identity Theft

- **Social Networking:** Do not post personal identifying information
- **P2P:** Purchase media from reliable sources
- **Gaming:** Do not provide person information to gaming partners
- **SMSHING/PHISHING:** Think before you click
- **E-mail:** Authenticate and verify your account
- **Passwords:** Add numbers and symbols; change often
- **Mobile Devices:** Protect as you do your PC
- **Online Purchasing:** Use secure sites, “https”
- **School Portals:** Be aware of data breaches
- **Teams/Clubs/Organizations:** Know what personal information is publicly accessible

[www.lifelock.com/education](http://www.lifelock.com/education)